

Technical Assistance
Workshops for Artists

Basics of Submitting an Application

City of San Diego
Commission for Arts and Culture
January 6 & 10, 2005

Application Submittal

What happens to my submittal?

How are applications processed?

- Applications are opened and entered into a log: names, date of receipt
- Contents of application are checked for accuracy and eligibility determined
- Sometimes calls are made; but no guarantee
- Power Points tested, slides loaded, binders made; order of binders varies

Day of the Panel

What happens?

How are applications
reviewed?

- Panels last 4-8 hours; sometimes 2 days
- Panel of 5-11 volunteers sitting at long tables
- Dimly lit room
- Projector screen at one end of room
- All 35 mm slides are shown first; only one projector is used
- All Power Points are shown last

- Every panelist gets a binder
- Panelists look at written information in binders while simultaneously looking at images
- Image annotations are not regularly read aloud
- Most applications ever reviewed: 300
- Least applications reviewed: 40

Selection Criteria

- Quality, creativity & strength of past work
- Technical competence
- Aptitude for planning and budgeting
- Experience working on public art projects
- Commitment to working with community
- Access to technology for communications

Putting Together an Eligible Application

- Five Simple Parts
- Putting It Together

Five Simple Parts

- Images
- Checklist
- Image Annotation List
- Resume
- References

Images: Digital

- Preferred method: quieter, better quality, less hassle (no loading, no flipping)
- No more than 12 images
- Show at least 5 different artworks
- Load images into MS PowerPoint
- Include annotations in PowerPoint

Images: Digital cont'd

- CDs and DVDs are both OK
- Label the disc
- Adhere to image size specifications
- Design a professional PowerPoint
- A template is available for your use

Legibility is very important.

Remember to consider the scale of the projection; what you see on the computer screen needs to translate to a large wall screen.

Keep it Clean

and Simple



We've found that simple black and white works best.

Images: 35 mm Slides

- Submit slides in a clear plastic sheet
- No more than 12 slides
- Show at least 5 different artworks
- Label and number EACH slide
- Are your slides blown out or scratched?
Try to provide new film whenever possible.

Checklist

- Complete provided checklist
- First thing panelists see
- At-a-glance picture of your experience, connectivity and flexibility

Image Annotation List

- Descriptions for the images you've submitted
- Be brief; legibility is very important
- Title, medium, dimensions, date of creation and location
- Commissioning body, budget, date of completion, project manager, phone #

Annotation Sample

Image 1

Middle of the Road, ceramic tile
mosaic,

10' x 4', 2003, Spring Valley,

Commissioned by County of San
Diego, \$100,000, Dana Springs (619)
533-3614

Resume

- Past public art commissions
- Design team experience
- Exhibitions
- Awards
- Grants
- Education

References

- Three professional references; authorities on your work
- Give complete and accurate information
- Do not list anyone from the organization holding the competition
- Yes, we call references
- We reserve the right to call references you do not list

Putting It Together

- Collate
- Use regular paper
- 3-hole punch all pages on left
- Separate collated sets
- Do not staple or bind
- Do not submit proposals or unsolicited materials

Meet the Deadline

Applications must be received by

**FRIDAY, FEBRUARY 18, 2005 AT 4:00
P.M.**

Get an Edge

- Imagine yourself in the place of a panelist
- Great photography
- Accurately assembled application materials
- Legible materials
- Concise materials
- Original artwork

Helpful Tools

- Use our pre-created PowerPoint template
- Refer to our basic reference sheet, “How to Create a Simple PowerPoint Presentation”
- Refer to our basic reference sheet, “How to Resize a Digital Image”
- sandiego.gov/arts-culture/publicart.shtml